

STORE CLOSED ALL DAY
TODAY

WANAMAKER'S

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WEATHER
Fair

On Monday, a Great Double-Decker Sale of Summer

It Is Pleasing to Observe the Higher Tone

and higher ideals of business life throughout the United States through the individual work of some one man here and there, who sets a new pace to his city or his village.

The quality of the man has much to do with the quality of his store, just the same as the character and conduct of the doctor or the lawyer makes his clientele and affects his success.

The people recognize good quality and are not satisfied with old-time cross roads, stocks and storekeeping, or the indifferent attention given.

The teachers, preachers, physicians, bank directors and legislators will "lose out," to use a political term, if they fail to give a full quality of service wherever they are located.

The public have the right to demand it.

This store work shows greater efficiency in several directions.

Visitors are welcome.

[Signed] *John Wanamaker*

July 26, 1919.

Women's Georgette Frocks Prices \$35 to \$77.50

Pretty new things in the glass cases—white and flesh, corn color and lavender and blue. They all have the straight silhouette, with interesting variations in the trimming—tucks and beads and bead

insertions, contrasting girdles and embroidery. Something about the texture and pastel coloring of this material makes it extraordinarily becoming to almost any woman who chooses a dress of it.

(First Floor, Central)

100 Fine Coats and Wraps for Women—Now \$20 to \$100

Their first prices were from \$25 to \$100 more. They are all novelties, the coats mostly of silk poplin, the wraps mostly of satin; the trimmings of

self embroidery, brushed wool or marabou; and the colors black, a rare blue, port-wine color, and various tans. Some of the wraps are reversible and all are extremely rich.

(First Floor, Central)

Fresh, Lovely Frocks of Beguiling Simplicity for Miss Six-to-Fourteen

The dimity dresses are particularly pretty—crisp white cottons, of fine weave, with stripes or dots in China blue, or rose, or perhaps a golden yellow—and made up in simple low-necked, short-sleeved fashion, with very little trimming—perhaps a frill, or a bit of tucked fluff in bands, or a picot edged ribbon fluttering at the waist.

But there are ever so many other cottons—fine voiles of exquisite sheerness, crisp new organzies, fine batistes and lawns, in white of course, and in pinks, blues, greens and orchid shades. There are literally hundreds of styles. There are dresses for play, for afternoon wear, for parties. Prices start at \$3.75 and go up to \$16.75—and higher, if you wish. 6 to 14 year sizes.

(Second Floor, Chestnut)



ALL the women who take a proper interest in that chief ornament known as hair are having shampoos to do away with the ill effects of the long muggy period. The Salon de Beaute gives most excellent shampoos and suggests that persons desiring them make appointments—especially for the morning hours.

(Third Floor, Chestnut)

High-Necked Nightgowns

Lots of them are coming in to meet the requirements of women who are hoping to get a chance to shiver in the mountains. Cambric and muslin, mostly with embroidery, \$2.50 and \$3.50, and nainsook, mostly with lace, \$2.85 to \$5.

(Third Floor, Central)

Remnants of Dress Trimmings

Short lengths at short prices— attractive dress trimmings in black and colors. Women will find them useful for many needs.

(Main Floor, Central)

Two New Oxfords That Women Will Like

Both are shapely, narrow-toe shoes with high Cuban heels and unusually pleasing lines.

One is in dark tan calfskin with perforated tip at \$13 a pair, the other is of black kidskin at \$12 a pair.

(First Floor, Market)

Three New Silk Handbags at Special Prices

These bags are all of good quality silk in black and navy blue and are lined with lighter color silk.

There is a one-piece style with covered frame that is \$3. Another covered-frame bag has a tassel and is \$3.50.

The third bag has metal frame and tassel and is \$3.75.

Only a limited lot at these prices.

(Right Aisle)

Hosiery and Underwear Both Upstairs and Downstairs

\$60,000 Worth for \$30,000

59,180 Pair of Stockings for Every One and 34,520 Pieces of Underwear for Men and Women, All at Average Half Price

This is the biggest hosiery and underwear sale we have had this year—and the most remarkable we ever had.

Most remarkable because it is held in the face of a real scarcity of such merchandise. Every one knows that prices of these goods have gone up, and any one who reads the daily papers must know that they are going still higher.

We cannot prevent that, but we can, and do, offer you the means of overcoming it. By using all our influence with several of our best suppliers we procured large lots of goods that we can sell at an AVERAGE HALF OF REGULAR PRICES.

Men's Underwear

65c for madras and nainsook athletic style union suits, sizes 34 to 40 only, "firsts" and "seconds."

\$1 for nainsook athletic suits, "firsts."

\$1.35 for white ribbed lisle union suits with short or long sleeves and ankle length, "seconds."

(West Aisle)

Men's underwear at 40c, 45c and 75c in the Down Stairs Store.

Women's Underwear

45c for pink cotton bloomers, "firsts."

50c for plain and lace-leg, low-neck and sleeveless combination suits, regular and extra sizes, "firsts."

75c for pink mercerized cotton bloomers, "firsts."

\$1.35 for glove-silk camisoles, "firsts."

(West Aisle)

Women's underwear at 18c, 3 for 50c; 25c and 35c, 3 for \$1 in the Down Stairs Store.

Men's Half Hose

35c, 3 pair for \$1, for black silk plaid, "seconds."

50c for white, tan and green silk and white artificial silk, "seconds."

If you are not stocked up for a long time ahead with hosiery and underwear, do not miss this opportunity of laying in supplies against certain future advances.

There are both first and second grade goods in this Sale, but today "seconds" are almost as desirable as "firsts" and will give as good service. Some of the best lots are limited in quantities, so it will be well to come early.

Please bear in mind that while the major part of this Sale is on the West Aisle, Main Floor, there is also a large part of it, comprising the lower-priced goods, in the Down Stairs Store.

\$1.35 for Richelieu ribbed black and tan silk, "firsts," and black silk, "seconds."

(West Aisle)

Men's half hose at 18c, 3 pair for 50c, and 25c in the Down Stairs Store.

Women's Stockings

75c for artificial silk, black and colored openworked and plain colored thread silk, "seconds."

\$1 for black and colored Richelieu ribbed and cloaked thread silk, "firsts" and "seconds."

\$1.50 for white ingrain thread silk full-fashioned with mercerized tops and soles, "seconds."

\$1.85 for white ingrain thread silk, full fashioned, "seconds."

(West Aisle)

Women's stockings at 15c, 25c and 50c in the Down Stairs Store.

Children's Stockings and Socks

25c for tan ribbed cotton stockings, "seconds."

35c, 3 pair for \$1, for fancy-top mercerized cotton socks, "firsts"; black and white ribbed mercerized cotton stockings, "seconds," and black, tan and white ribbed cotton stockings, "firsts."

(West Aisle)

Children's socks and stockings at 10c, 18c, 3 pair for 50c, and 20c in the Down Stairs Store.

New Shipments of Fashionable White Silks for Summer

Silk broadcloth, \$2.50 a yard. Silk jersey, \$3.25 a yard. Both are 32 inches wide, both are washable, both are high in fashion at this minute.

(First Floor, Chestnut)

And they will make smart Summer frocks, separate skirts, women's blouses, men's shirts and undergarments.

Our Regular Half-Yearly Sale of Bedding

will open on Friday, August 1, but as in the Furniture Sale, the goods will be ready on Monday morning and selections may be made on that day or on any of the other three days of Courtesy and Inspection, Tuesday, Wednesday and Thursday, July 29th to 31st, and

(Sixth Floor, Chestnut)

all purchases dated from Friday, August 1st.

Our entire stock of mattresses, pillows, bolsters and bedspreads are in the Sale at reductions of not less than 10 per cent and in many instances much more—from regular prices.

Monday the Great Stocks Will Be Ready for Inspection and Selection in the August Furniture Sale

In writing about this August Furniture Sale, nothing is further from our wishes or our purpose than to boast or to exaggerate.

Only somebody with a very imperfect understanding of the character and scope of this event would try to write anything better about it than the simple facts of it. Certainly it would be vain for anybody to try.

This Sale has no limitations that need to be covered up by a glossy varnish of wordy evasions. If we make what sounds like an exaggerated statement, be sure there are sound facts and figures behind it.

Today, as they stand, these stocks are not only unequalled, but they are unique.

Getting Down to Actual Facts and Figures

In round figures there are 16,000 pieces of furniture on the Fifth, Sixth and Seventh Floors today, by actual count. These are the floor samples of the stocks that are back of the Sale.

They represent a variety from two to ten times greater (in some instances it is a hundred times greater) than can be found anywhere outside of the Wanamaker Store.

The advantage of choosing from a variety two to ten times greater than any other should be plain to everybody. For one thing, it means that you are twice to ten times more certain of finding here the furniture you want.

The smallest number of patterns we show of any one thing in standard furniture of everyday popularity is a particular type of desk, and of these we have more than twenty distinct designs. Of other desks we show over 300 different types. In the bedroom furniture there are

wood bedsteads in 500 different patterns, bureaus in 400 different patterns, chiffoniers in 400 different patterns, and all other pieces in proportion.

The dining-room furniture is relatively abundant. Of sideboards there are more than 300 different patterns, of china closets more than 350, and so on.

The living-room and library section is a particularly brilliant feature. Library and living-room tables are here in more than 500 different styles. There are 70 different types of daybeds and chaises longues.

There is a gathering of several thousand wicker and kindred pieces on the Seventh Floor.

We print these specific facts as the quickest and clearest illustration of what we mean when we say that not only is this the greatest of furniture sales, but that it is really the only sale of its kind.

What of Quality?

So far we have said nothing regarding quality. But people who understand what these Wanamaker Sales mean are well aware that the only reason why we hold them is because we have furniture of quality to put into them.

They are act conditioned upon quality. They shall undoubtedly be discontinued if time ever comes when we shall be unable to find furniture of our kind of quality to put into them.

It is true that there is a great deal of inferior furniture on the market.

But it is equally true that we have never had such a magnificent stock of high quality furniture as we welcome you to see Monday, the first day of Inspection and Courtesy, in our August Furniture Sale of 1919.



SUMMER CLEARAWAY SALE OF MEN'S SHIRTS AND NECKTIES

All Our Own Fine Goods, Sharply Reduced in Price

This is a sale of extraordinary opportunity.

Consider: A great many men like our shirts and neckties. They buy them right through the year—at moderate, regular prices.

Here is the opportunity to choose from a great collection of these same shirts and neckties at much less than regular prices.

1400 Shirts Reduced to \$1.15 Each

Excellent percale and madras shirts of our regular stock. Not bargain shirts, but Wanamaker shirts, every one made up to our own particular specifications, with full length, full width, first-quality ocean pearl buttons and the best of workmanship throughout.

You can't get anything so good elsewhere at anywhere near such a price.

5101 Shirts Reduced to \$2.15 Each

This is a various collection from all kinds of fine shirts, lots of them worth more than double the sale price. Madras shirts, percale shirts, fiber imitation silk shirts and even some silk shirts in large sizes.

125 Silk Shirts Reduced to \$5 Each

A chosen selection of silks in various colors; fine negligees that many a fastidious man will delight in.

About 6000 Neckties Reduced to 50c Each

All sorts of four-in-hand ties. Good silks, mostly half price. An excellent opportunity to lay in a supply for a year to come.

(Main Floor, Market)



Monday, Tuesday, Wednesday and Thursday of next week are Days of Inspection and Courtesy. Selections may be made on any one of the days and all transactions dated from August 1st.

All our stocks, including office furniture, in the sale at reductions of 10 to 50 per cent from prices which in most instances have lately gone up in the open market.

Directory

Bedroom Furniture, Sixth Floor.
Dining-room Furniture, Sixth Floor.
Living-room, Library, Hall and Novelty Furniture, Fifth Floor.
Wicker Furniture, Seventh Floor.